

ABSTRAK

Ratna Endah Santoso, S.Sn, M.Sn, Muhammad Sabandi, S.E, M.Si, Umi Yulianti, S.S., M.Hum, Tiwuk Kusuma H, S.S., M.Hum "Peningkatan Hasil Produksi Tenun Lurik Melalui Pengembangan Desain, Alat Produksi, dan Manajemen Pemasaran" *Laporan pengabdian Ipteks bagi Masyarakat (IbM)* FSSR UNS, 2010.

Pengabdian ini dilaksanakan di Kecamatan Cawas Kabupaten Klaten tepatnya di Desa Tlingsing (UKM 1 Rukun Makmur Najma) dan di Desa Bogor (UKM 2 Bogor Sejahtera). Tujuan dari pengabdian ini adalah membantu UKM dalam pengembangan desain motif lurik, membuat desain motif dan warna, membantu UKM dalam membuat adonan warna dan komposisi warna, mengembangkan desain produk dengan barang berbahan lurik, membantu UKM untuk rekayasa alat tenun agar struktur tenun lebih rapat, dan membantu UKM dalam manajemen pemasaran dan keuangan. Metode dalam pengabdian ini yaitu metode observasi, diskusi, pendampingan, penyuluhan, dan pelatihan secara langsung. Observasi dilakukan untuk mendata permasalahan yang ada di UKM dan setelah itu didiskusikan dengan pihak UKM. Pendampingan dilakukan dalam hal pembuatan desain produk baik *fashion* maupun *non fashion*, proses dalam rekayasa alat tenun. Penyuluhan tentang manajemen pemasaran meliputi strategi pemasaran dan bisnis dari pra-order sampai pasca order. Pelatihan yang dilakukan meliputi pelatihan pembuatan desain motif dan desain produk, pelatihan pembuatan adonan dan komposisi warna, pelatihan teknik menjahit, pelatihan membuat pola, pelatihan membuat produk jadi, pelatihan pembuatan pembukuan keuangan dalam buku besar, pembuatan nota-nota, purchasing order, dan berita acara. Hasil yang dicapai dalam pengabdian ini adalah ; UKM I produksinya semakin bervariasi dan pasar semakin luas, teknik menjahit meningkat, Manajemen produksi, keuangan, dan pemasaran semakin teratur dan terencana. UKM 2 lebih meningkat dalam ketrampilan membuat modifikasi motif, teknik pewarnaan sudah sesuai aturan standard dan berdasarkan catalog warna dan petunjuk teknik pewarnaan yang sudah di uji di lab. Tekstil FSSR UNS (sebelumnya UKM hanya berdasarkan perkiraan dan coba-coba sehingga hasilnya tidak sesuai dengan keinginan), ada rekayasa alat sehingga struktur tenun pada lurik semakin rapat, dan Manajemen produksi, keuangan, dan pemasaran semakin teratur dan terencana.

Kata kunci : lurik, motif, rekayasa alat, manajemen pemasaran

ABSTRACT

Ratna Endah Santoso, S.Sn, M.Sn, Muhammad Sabandi, S.E, M.Si, Umi Yulianti S.S., M. Hum, Tiwuk Kusuma H, S.S., M.Hum **“Enhancement of Tenun Lurik Production By Using Developments of Design, Production Tools, and Marketing Management”**. *Report of Science-Technology Service to People of FSSE UNS, 2010.*

The service was performed in Kecamatan Cawas of Klaten Regency, exactly in Tlingsing village (UKM 1 Rukun Makmur Najma) and Bogor village (UKM 2 Bogor Sejahtera). Aims of the service are to help UKM in developing *lurik* motif of batik cloth, making motif and color designs, to help UKM in making color mixing and color composition, to develop product designs with *lurik* cloth materials, to help UKM in engineering a weaving devices in order to make more dense for a weaving structure, and to help UKM in making a marketing and financial managements. Methods used in the service were observation, discussion, assistance, illumination, and direct training methods. Observation was performed to find problems the UKMs were facing and then, a discussion about the problems was performed with the UKMs. Assistance activities were conducted in the making of fashion and non-fashion product designs, and in the process of a weaving tool engineering. Illumination or enlightenment about marketing management included marketing and business strategies from pre-order to post-order. Trainings provided to the UKMs were consisting of training of motif and product designs making, training of color dough and color composition, training of sewing technique, training of pattern making, training of finished product making, trainings of financial bookkeeping in ledger and making of bills of sales, purchasing orders, and official reports. Results that had been achieved in the service were: UKM 1 had more varied products and its market was larger, improvement of sewing technique, production and financial managements and marketing activities were more planned and well-organized. UKM 2 were having improvement in skills of motif modification, and they were practicing coloring techniques that fit with standard rules and based on color catalog and coloring techniques that had been tested in FSSR Textile laboratory of UNS (previously, the UKM used coloring technique based on trial and error and speculation so that the results did not fit with expected ones); weaving tools were engineered in order to produce more dense *lurik* structure of cloth, and production, financial and marketing managements were more planned and well-organized.

Key words : lurik, motif, production tools, marketing management